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FOR IMMEDIATE RELEASE

Public invited to share feedback on Bayfield Street Community Design Plan

(Barrie, ON) –The City is preparing a Community Design Plan (CDP) to guide the transformation of Bayfield Street and surrounding areas into vibrant, mixed-use neighbourhoods. The Bayfield CDP will set out a shared community vision and development framework to guide the anticipated growth and redevelopment along Bayfield Street, from Sophia Street to the northern City limit.

As the City plans for the future of this corridor, public input is essential. Feedback from those who live, work, shop, and travel in the area will help shape how Bayfield Street grows and changes. The public is invited to share feedback through the following, current consultation opportunities:

Community Vision Workshop: The public is invited to drop in to a Community Vision Workshop from 5 to 8 p.m. on Thursday, February 5, 2026, at East Bayfield Community Centre (80 Livingstone St. E). At the workshop, the City, along with its consultant, will share updates on the project, highlight the work completed so far, including key insights gained, and discuss next steps in the process. There will be opportunities to provide direct feedback on the project and take part in discussions about the proposed vision for the corridor.

Online Survey: The survey will collect feedback and help identify key issues and concerns that should be addressed through the Community Design Plan. The survey is open until February 26, 2026, and available at BuildingBarrie.ca/BayfieldCDP.

City staff will also be promoting and answering questions about the project at Winterfest in Centennial Park on Saturday, February 7, from 12 to 2 p.m.

In 2025, the City completed a Commercial Market Study as part of preparing the Community Design Plan. This involved consulting landowners along the corridor to consider how commercial uses may be maintained and enhanced along the Bayfield Street corridor as Barrie continues to grow.

The goals of the Bayfield Street CDP are to foster sustainable growth and development which implements the policies and guidelines of the City's Official Plan 2051, at a neighbourhood and corridor scale.

For more information on the project and the consultation opportunities, visit BuildingBarrie.ca/BayfieldCDP.

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